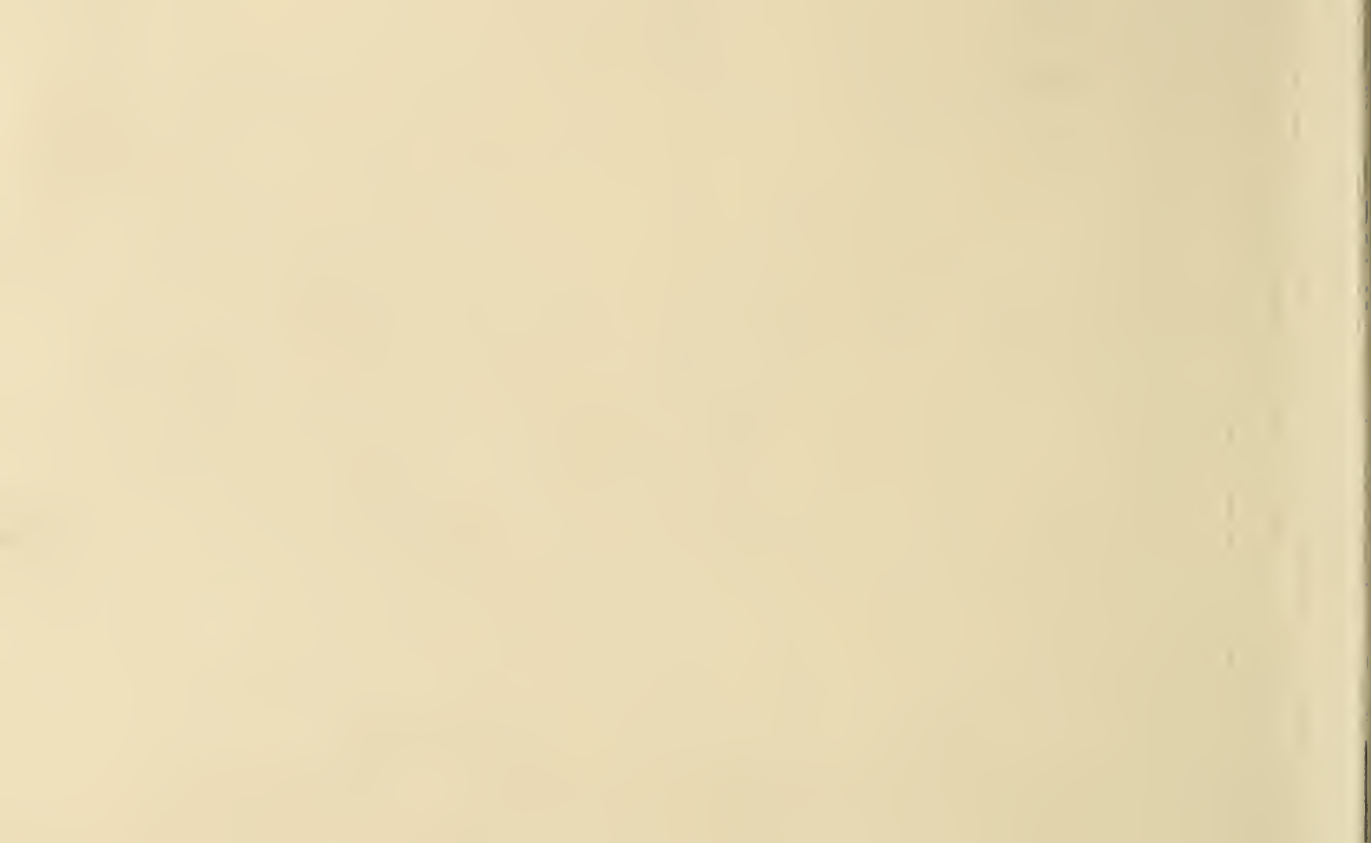
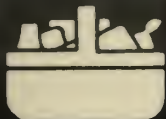


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COCOA & CHOCOLATE

CONSUMER TIPS > >

BEFORE BUYING

1. Read label for net weight. Compare costs per ounce.
2. Read label for kind. Food and Drug Administration advises manufacturers to use these standards (as of Dec. 15, 1940; standards to be revised and made mandatory later):

Chocolate, plain chocolate, bitter chocolate, chocolate liquor, chocolate paste, and bitter chocolate coating:
At least 50% cacao fat.

Milk Chocolate or sweet milk chocolate: Chocolate containing not less than 12% of milk solids with sugar or dextrose added.

(over)

Plain cocoa: Pulverized chocolate with part of cacao butter removed. No minimum of cacao butter suggested.

Breakfast cocoa: At least 22% cacao fat.

Sweet or sweetened cocoa: Plain cocoa with sugar or dextrose added up to 65% by weight of finished product.

Dutch process cocoa (not soluble): Cocoa with not more than 3 parts by weight of alkalis added to every 100 parts of cocoa or chocolate.

IN RECIPES

1. To substitute cocoa for chocolate: Use 4 tablespoons cocoa plus $\frac{1}{2}$ tablespoon fat for each ounce chocolate.
2. To substitute chocolate for cocoa: Use 1 oz. chocolate for each 4 tablespoons cocoa; leave out $\frac{1}{2}$ tablespoon fat.

CONSUMERS' COUNSEL DIVISION
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.